

Orders	Order / Rev:	35842	
	Alt Order #:	08801774	
	Product Desc:	OCEQUERA/CON/DEM	

Estimate: 1189

Flight Dates: 10/30/12 - 11/06/12 Original Date / Rev:

**GENERAL** Order Type:

05/15/12 / 11/02/12 Sales Office:

Sales Region:

KLAS

National

Mike Jones K-WAS

Name: **GMMB** 

**Buying Contact:** Maura Gilroy Billing Contact:

> 1010 Wisconsin Ave NW Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast Billing Cycle: EOM/EOC

Agency Commission:

15%

Name: Oceguera, John CD3 Advertiser

> Demographic: A25-54 Product Codes: PO1 LV2 Priority:

AGY, POL, CAND Revenue Codes:

New Business Thru:

Primary AE:

Order Separation:

Totals

Advertiser External ID:

Agency External ID:

Bill Plan

3

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	23	\$16,885.00	\$14,352.25

TOTALO				
Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	23	\$16,885.00	\$14,352.25	0.00
Totals	23	\$16,885,00	\$14.352.25	0.00

:30 (\$225:00) 0.00 NM

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike lones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$16,885.00
Market	100%	\$56,283.33
Competitive Share	Share	Total
CARLE	n%	\$0.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$14,070.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,814.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

8 10/30/12-11/05/12 8 News Now 5a M-F

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots F	Rate Pri	Rtg Type	Spots	Amount
E 1 8 10/30/1	2 11/05/12	8 News Now 5a M-	F CM	5-6a	MTWTF	:30	2 \$2	25.00LV2	0.00 NM	1	\$225.00
		8 News Now 5a M-	F								
8 NEWS NOW A	T 5A										
Start Date	End Date	Weekdays S	Spots/Week	Rate	Rating				î		
Week: 10/30/12	11/05/12	MTWTF	2	\$225.00	0.00						
Spot Ch Date Ra	nge <u>C</u>	escription	Start.	/End Time	<u>v</u>	<u>Veekdays</u>	<u>Length</u>	Rate	Rtg Type		

MTWThF-

5-6a

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Flight Dates:

10/30/12 - 11/06/12

Estimate:

1189

	nventory Code Brea  News Now 5a M-F CM	k Start/End 5-6a	Time Days MTWTF-	Len Spo	ts Rate Pri 2 \$225.00LV2	Rtg Type	Spots 1	Amount \$225.00
	News Now 5a M-F	J-0a	MI MI 1	30	2 \$225.00LV2	U.UU INIVI	ı	<b>\$225.00</b>
8 NEWS NOW AT 5A  Start Date End Date  Week: 10/30/12 11/05/12  Spot Ch Date Range Des  Credited  [due cut backs]		k <u>Rate</u> 2 \$225.00 art/End Time	Rating 0.00	<u>Weekdays</u>	<u>Length</u> <u>Rate</u>	Rtg Type		
E 2 8 11/06/12 11/06/12 8	News Now 5a M-F CM	5-6a	-T	- :30	1 \$225.00LV2	0.00 NM	O	\$0.00
8 NEWS NOW AT 5A	News Now 5a M-F							
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	cription Sta	1 \$225.00 art/End Time	Rating 0.00	Weekdays -T	<u>Length Rate</u> :30 <del>(\$225.00)</del>	Rtg Type 0.00 NM		
E 3 8 10/30/12 11/05/12 8	News Now 6a M-F CM	6-7a	MTWTF-	- :30	1 \$275.00LV2	0.00 NM	0	\$0.00
8 NEWS NOW AT 6A <u>Start Date</u> Week: 10/30/12 11/05/12		1 \$275.00 art/End Time	Rating 0.00	Weekdays MTWThF	<u>Length Rate</u> :30 <del>(\$275.00)</del>	Rtg Type 0.00 NM		
E 4 8 11/06/12 11/06/12 8	News Now 6a M-F CM	6-7a	-T	- :30	1 \$965.00LV1	0.00 NM	1	\$965.00
	News Now 6a M-F							
8 NEWS NOW AT 6A <u>Start Date</u> Week: 11/05/12 11/11/12	Weekdays Spots/Wee	<u>k Rate</u> 1 \$965.00	Rating 0.00					
	BS This Morning 7-9a CM	7-9a	MTWTF-	- :30	1 \$200.00LV2	0.00 NM	1	\$200.00
CBS THIS MORNING <u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12		1 \$200.00	Rating 0.00					
	CBS This Morning 7-9a CM CBS This Morning	7-9a	-T	- :30	1 \$700.00LV1	0.00 NM	1	\$700.00
CBS THIS MORNING  Start Date End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 11/05/12 11/11/12	-Т	1 \$700.00	0.00			0.00.484	•	20.00
E 10 8 10/30/12 11/05/12 L LIVE! WITH KELLY	ive w/Kelly CM Live With Regis & Kelly	9-10a	MTWTF-	- :30	1 \$300.00LV2	0.00 NM	C	\$0.00
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12		<u>k Rate</u> 1 \$300.00 <u>art/End Time</u> 10a	Rating 0.00	Weekdays MTWThF	<u>Length</u> <u>Rate</u> :30 (\$300.00)	Rtg Type 0.00 NM		
E 11 8 11/06/12 11/06/12 L	ive w/Kelly CM	9-10a	-т	- :30	1 \$300.00LV2	0.00 NM	0	\$0.00
LIVE! WITH KELLY  Start Date End Date  Week: 11/05/12 11/11/12	Weekdays Spots/Wee	ek <u>Rate</u> 1 \$300.00 art/End Time 10a	Rating 0.00	Weekdays -T	Length Rate :30 (\$300.00)	Rtg Type 0.00 NM		
Credited [due cut backs]								
E 12 8 11/06/12 11/06/12 F	Price Is Right CM	10-11a	-Т	- :30	1 \$1,575.00LV1	0.00 NM	1	\$1,575.00
PRICE IS RIGHT								

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Oceguera, John CD3 OCEQUERA/CON/DEM 08801774 Product Desc:

Flight Dates: 10/30/12 - 11/06/12 Estimate: 1189

Ln	Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 12	8	11/06/1	2 11/06/12	Price Is Right	СМ	10-11a	-T	:30	1	\$1,575.00LV1	0.00 NM	1	\$1,575.00
1	PRICE	E IS RIGH	г	Price Is Right									
·		tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
		1/06/12	11/12/12	-T		\$1,575.00	0.00						
E 16	8	10/30/1	2 11/05/12	8 News Now No		12-1230p	MTWTF	:30	1	\$325.00LV2	0.00 NM	0	\$0.00
	8 NEV	VS NOW A	T NOON		•								
147		tart <u>Date</u> 0/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week		Rating 0.00						
Spot		0/30/12 3h <u>Date Ra</u>		escription	1 <u>Star</u>	\$325.00 t/End Time		Weekdays	Ler	ngth Rate	Rtq Type		
	3		2-11/05/12 8	News Now Noon	<i>M-F</i> 12-1	230p	ĺ	MTWThF	-	:30 <del>(\$325.00)</del>	0.00 NM		
	-	<i>redited</i> lue cut bac	ks]										
E 17	8			1230-2p Soaps/	LMAD CM	1230-2p	MTWTF	:30	1	\$375.00 LV2	0.00 NM	0	\$0.00
	THE E		THE BEAU	Soaps / Let's Ma		(12:30 PM-1	:00 PM)						
		tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		0/30/12	11/05/12	MTWTF	1	\$375.00	0.00	Marahala			D4- T		
Spot 2	-	th Date Ra 8 10/30/12		<u>escription</u> 230-2p Soaps/ LN	<del></del>	<u>t/End Time</u> D-2p /	: 12:30 PM-1:00	<u>Weekdays</u> MTWThF		<u>1gth                                    </u>	Rtg Type 0.00 NM		
	С	redited				,				,			
= 00		lue cut bac		<b>E</b> II		0.4-		.00		\$405.001.\/O	0.00.1114		***
E 20	8	10/30/1	2 11/05/12	Ellen	СМ	3-4p	MTWTF	:30	1	\$425.00LV2	0.00 NM	0	\$0.00
1	ELLEI												
10/	_	tart Date 0/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$425.00	Rating 0.00						
Spot	<u>t</u>	h Date Ra	nge D	escription	<u>Star</u>	t/End Time		<u>Weekdays</u>	<u>Ler</u>		Rtg Type		
3			2-11/05/12 E	llen	3-4p	)	(	MTWThF	-	:30 <del>(\$425.00)</del>	0.00 NM		
	_	<i>redited</i> lue cut bac	:ks]										
E 21	8	10/30/1	2 11/05/12	8 News Now 4p		4-5p	MTWTF	:30	1	\$450.00LV2	0.00 NM	1	\$450.00
;	8 NEV	VS NOW A	T 4PM & 43	8 News Now 4p 0PM	M-F	(4:30 PM-5:0	00 PM)						
	– .	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
		0/30/12	11/05/12	MTWTF	1	\$450.00	0.00	.00		0500 0011/0	0.00.104		4500.00
E 22	8	10/30/1	2 11/05/12	8 News Now 5-6 8 News Now 5-6	•	5-630p	MTWTF	:30	1	\$500.00LV2	0.00 NM	1	\$500.00
;			ROTATION										
\٨/		tart Date 0/30/12	End Date 11/05/12	Weekdays MTWTF	Spots/Week 1	. —	Rating 0.00						
E 37	8			8 News Now 11p		11-1135p	MTWTF	:30	1	\$600.00LV2	0.00 NM	0	\$0.00
	0 N.E.		T 44 D04	8 News Now 11	M-F	·							
•		VS NOW A tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 1	0/30/12	11/05/12	MTWTF	1	\$600.00	0.00						
<u>Spot</u> 2	-	h Date Ra		escription News Now 11p N		<u>t/End Time</u> 135p		<u>Weekdays</u> MTWThF		<u>ngth                                    </u>	Rtg Type		
-		redited	2-11/03/12 0	News NOW TIP II	11-1	133р	'	P41 W 1 11 F		.50 (4000:00)	0.00 /4/6/		
	[0	lue cut bac	<del></del>										
E 39	8	10/30/1	2 11/05/12	Letterman Letterman	CM	1135p-1237 (11:35 PM-1		:30	1	\$275.00LV2	0.00 NM	1	\$275.00
1	LATE	SHOW W/	LETTERMA			(11.55 FIVI-1	E.JI AIVIJ						
	_	tart Date	End Date	Weekdays	Spots/Week		Rating						
N 45	eek: 1 8	0/30/12 10/30/1	11/05/12 2 11/05/12	MTWTF 137-237a M-F EI	ec Piva@M	\$275.00 137-207a	0.00 MTWTF	· :30	2	\$30.00LV3	0.00 NM	2	\$60.00
1175	Ü	10/00/1	_ 1,,,,,,,,,,	Electric Playgrou		.0. 20.0		.00	_	<b>400.00240</b>	3.55 1114	_	700.00
		tart Date	End Date	Weekdays	Spots/Week		Rating						
W6	eek: 1 8	0/30/12 10/31/1	11/05/12 2 11/02/12	MTWTF	CM	\$30.00 4-5a	0.00 WTF	:30	1	\$50.00LV2	0.00 NM	1	\$50.00
	-	. 0. 0 1				·			•			'	

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Ln C	h	Start	End	Inventory Code		Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
				8 News Now 4-5a 8 News Now 4-5a									
		art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
		/29/12	11/04/12	WTF	1	\$50.00	0.00						
N47	8	11/01/1	2 11/06/12	8 News Now 5a M 8 News Now 5a M		5-6a	MT-TF-	:30	1	\$790.00LV1	0.00 NM	1	\$790.00
mg	fron	n 35843 8	35845										
\Mool	_	art <u>Date</u> /01/12	End Date 11/07/12	<u>Weekdays</u> MT-TF	Spots/Week 1	<u>Rate</u> \$790.00	Rating 0.00						
	8		2 11/05/12			5-630p	M	:30	1	\$500.00LV1	0.00 NM	1	\$500.00
	. <i>6</i>	. 25042 9	25045	8 News Now 5-63	80p M-F								
mg		n 35843 8 art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	k: 11/	/01/12	11/07/12	M	1	\$500.00	0.00						
<u>Spot</u> 1		Date Ra		escription News Now 5-630p	· · · · · · · · · · · · · · · · · · ·	<u>VEnd Time</u> Op		Weekdays M	<u>Le</u>	<u>ngth                                    </u>	Rtg Type 0.00 NM		
•		e MG 48.				•				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
2				News Now 5-630p	M-F 5-63	0р		M	•	:30 \$500.00	0.00 NM		
<u>W</u>	8	3 for 48.1		8 News Now 4-5a	CM	4-5a	MT TE	.20	2	\$50.00LV2	0.00 NM	,	£100 00
N 49	•	1 1/0 1/ 1.	2 11/00/12	8 News Now 4-5a		4-5a	MT-TF-	:30	2	\$50.00LV2	U.UU INIVI	2	\$100.00
mg		n 35843 8				_							
Weel		<u>rt Date</u> /01/12	End Date 11/07/12	<u>Weekdays</u> MT-TF <b></b>	Spots/Week 2	<u>Rate</u> \$50.00	Rating 0.00						
N 50	8		2 11/03/12	NCAA Football NCAA College Fo	СМ		ge FooS	5- :30	1	\$2,625.00LV1	0.00 NM	1	\$2,625.00
Weel		art <u>Date</u> /29/12	End Date 11/04/12	Weekdays S-	Spots/Week	<u>Rate</u> \$2,625.00	Rating 0.00						
N51	8	11/03/1	2 11/03/12	Sat Prime Special KLAS Movie: Bat		9-11p	9	s- :30	3	\$2,000.00LV1	0.00 NM	3	\$6,000.00
Weel		art Date /29/12	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week 3	<u>Rate</u> \$2,000.00	Rating 0.00						
N52	8	11/04/1		8 News Now Sun		8 News Now	Sun A	-s :30	1	\$1,225.00LV1	0.00 NM	1	\$1,225.00
	C+-	nt Data	End Data	8 News Now Sun		Data	Detina						
Weel		<u>rt Date</u> /29/12	End Date 11/04/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$1,225.00	Rating 0.00						
N 53	8	11/04/1	2 11/04/12	Face The Nation	СМ	Face The Na	ation	·s :30	1	\$400.00LV2	0.00 NM	1	\$400.00
	St.	ort Data	End Data	Face The Nation Weekdays	Snota/Mook	Pato	Datina						
Weel		art Date /29/12	End Date 11/04/12	S	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
N54	8	11/05/1	2 11/05/12	8 News Now 5a M 8 News Now 5a M		5-6a	M	:30	1	\$225.00LV2	0.00 NM	1	\$225.00
Weel		rt Date /05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$225.00	Rating 0.00						
	8			8 News Now 4-5a 8 News Now 4-5a		4-5a	M	:30	1	\$20.00LV4	0.00 NM	1	\$20.00
Week		rt Date 05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$20.00	Rating 0.00						
											Totals	23	\$16,885.00